AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claim 1. (Currently Amended) A method for providing electronic commerce using an electronic book, comprising:

displaying an electronic book;

presenting associated with the electronic book an identification of a product or service;

receiving a user's selection of the product or service and a request to purchase the selected product or service; and

performing a transaction to execute the purchase request, wherein the performing step includes:

receiving from the user an offered price for the product or service;

determining whether to accept the offered price; and

selectively transmitting an indication of an acceptance of the offered price based upon the determining,

wherein the determining step includes determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

Claim 2. (original) The method of claim 1 wherein the displaying step includes displaying the electronic book on a viewer.

Claim 3. (original) The method of claim 1, further including:

receiving a request from the user for information concerning a particular product or service; and

displaying information concerning the particular product or service in response to the request.

Claim 4. (original) The method of claim 1 wherein the performing step includes electronically obtaining payment for the product or service.

Claim 5. (original) The method of claim 4 wherein the performing step includes using a digital coupon as at least part of the payment required for the execution of the purchase request.

Claim 6. (original) The method of claim 1 wherein the performing step includes establishing an electronic communication with a web site for executing the purchase request.

Claim 7. (original) The method of claim 6 wherein the establishing step includes launching a browser program to establish the electronic communication.

Claim 8. (original) The method of claim 1 wherein:
    the presenting step includes displaying an icon identifying the product or service; and
    the receiving step includes receiving selection of the icon by the user.

Claim 9. (original) The method of claim 1 wherein the presenting step includes displaying information relating to the product or service.

Claim 10. (original) The method of claim 9 wherein the presenting step includes displaying an advertisement relating to the product or service.

Claim 11. (original) The method of claim 9 wherein the presenting step includes selecting and displaying an advertisement based upon information related to the user.

Claim 12. (original) The method of claim 9 wherein the presenting step includes selecting and displaying an advertisement based upon particular criteria.

Claim 13. (original) The method of claim 9 wherein the presenting step includes displaying multimedia information relating to the product or service.

Claim 14. (original) The method of claim 1 wherein:
the presenting step includes displaying an identification of a digital product; and
the performing step includes downloading the digital product into a memory associated with the viewer.

Claim 15. (original) The method of claim 1, further including recording statistical information relating to the purchase request.

Claim 16. (original) The method of claim 15 wherein the recording step includes recording statistical information concerning purchases of the product or service.

Claim 17. (original) The method of claim 15 wherein the recording step includes recording statistical information concerning purchases of products or services by the user.

Claim 18. (original) The method of claim 15, further including presenting an identification of other products or services based upon the statistical information.

Claim 19. (original) The method of claim 1, further including:

receiving from the user a request for display of information concerning a particular product or service;

displaying information relating to the particular product or service in response to the request; and

displaying information relating to products or services associated with the particular product or service.

Claim 20-21. (canceled)

Claim 22. (original) The method of claim 1 wherein the performing step includes encrypting the transaction for secure execution of the purchase request.

Claim 23. (original) The method of claim 22 wherein the encrypting step includes using a digital signature for the secure execution of the purchase request.

Claim 24. (original) The method of claim 1 wherein:

the displaying step includes displaying a hypertext link identifying the product or service; and

the receiving step includes receiving selection of the hypertext link.

Claim 25. (original) The method of claim 1 wherein the performing step includes:

presenting an electronic order form on the viewer; and

receiving a completed version of the electronic order form for the execution of the

purchase request.

Claim 26. (original) The method of claim 1 wherein the performing step includes:

generating and presenting on the viewer a completed electronic order form

based upon stored information identifying the user and payment information; and

receiving a submission of the completed order form.

Claim 27. (original) The method of claim 1, further including providing a sample of the

product using the viewer.

Claim 28. (original) The method of claim 27 wherein the providing step includes

presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide

show, or an animation.

Claim 29. (original) The method of claim 1 wherein the displaying step includes

displaying an electronic catalog that includes an identification of the product or service.

Claim 30. (original) The method of claim 1 wherein the displaying step includes:

displaying an electronic catalog as the electronic book; and

displaying an interactive electronic catalog within the electronic book.

Claim 31. (original) The method of claim 29 wherein the displaying step includes displaying the electronic catalog as an inset image within the displayed electronic book.

Claim 32. (original) The method of claim 29 wherein the displaying step includes displaying the electronic catalog as an overlayed image within the displayed electronic book.

Claim 33. (original) The method of claim 1, further including generating and presenting a customized electronic catalog, including the identification of the product or service and an identification of other products or services, based upon information related to the user.

Claims 34 - 41. (canceled).

Claim 42. (original) An apparatus for providing electronic commerce using an electronic book, comprising:

a display module for displaying an electronic book;

a presentation module for presenting associated with the electronic book an identification of a product or service, wherein the identification of a product or service is displayed as one of an inset image within the displayed electronic book, an overlayed image on the displayed electronic book, or in place of the displayed electronic book;

a receive module for receiving a user's selection of the product or service and a request to purchase the selected product or service; and

an execution module for performing a transaction to execute the purchase request.

Claim 43. (original) The apparatus of claim 42 wherein the display module includes a module for displaying the electronic book on a viewer.

Claim 44. (original) The apparatus of claim 42, further including:

a module for receiving a request from the user for information concerning a particular product or service; and

a module for displaying information concerning the particular product or service in response to the request.

Claim 45. (original) The apparatus of claim 42 wherein the execution module includes a module for electronically obtaining payment for the product or service.

Claim 46. (original) The apparatus of claim 45 wherein the execution module includes a module for using a digital coupon as at least part of the payment required for the execution of the purchase request.

Claim 47. (original) The apparatus of claim 42 wherein the execution module includes a module for establishing an electronic communication with a web site for executing the purchase request.

Claim 48. (original) The apparatus of claim 47 wherein the execution module includes a module for launching a browser program to establish the electronic communication.

Claim 49. (original) The apparatus of claim 42 wherein:

the presentation module includes a module for displaying an icon identifying the product or service; and

the receive module includes a module for receiving selection of the icon by the user.

Claim 50. (original) The apparatus of claim 42 wherein the presentation module includes a module for displaying information relating to the product or service.

Claim 51. (original) The apparatus of claim 50 wherein the presentation module includes a module for displaying an advertisement relating to the product or service.

Claim 52. (original) The apparatus of claim 50 wherein the presentation module includes a module for selecting and displaying an advertisement based upon information related to the user.

Claim 53. (original) The apparatus of claim 50 wherein the presentation module includes a module for selecting and displaying an advertisement based upon particular criteria.

Claim 54. (original) The apparatus of claim 50 wherein the presentation module includes a module for displaying multimedia information relating to the product or service.

Claim 55. (original) The apparatus of claim 42 wherein:

the presentation module includes a module for displaying an identification of a digital product; and

the execution module includes a module for downloading the digital product into a memory associated with the viewer.

Claim 56. (original) The apparatus of claim 42, further including a recording module for recording statistical information relating to the purchase request.

Claim 57. (original) The apparatus of claim 56 wherein the recording module includes a module for recording statistical information concerning purchases of the product or service.

Claim 58. (original) The apparatus of claim 56 wherein the recording module includes a module for recording statistical information concerning purchases of products or services by the user.

Claim 59. (original) The apparatus of claim 56, further including a module for presenting an identification of other products or services based upon the statistical information.

Claim 60. (original) The apparatus of claim 42, further including:

a module for receiving from the user a request for display of information concerning a particular product or service;

a module for displaying information relating to the particular product or service in response to the request; and

a module for displaying information relating to products or services associated with the particular product or service.

Claim 61. (original). The apparatus of claim 42 wherein the execution module includes:

a module for receiving from the user an offered price for the product or service;

a determination module for determining whether to accept the offered price; and

a transmission module for selectively transmitting an indication of an acceptance of the offered price based upon the determining.

Claim 62. (original) The apparatus of claim 61 wherein the determination module includes a module for determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

Claim 63. (original) The apparatus of claim 42 wherein the execution module includes an encryption module for encrypting the transaction for secure execution of the purchase request.

Claim 64. (original) The apparatus of claim 63 wherein the encryption module includes a module for using a digital signature for the secure execution of the purchase request.

Claim 65. (original) The apparatus of claim 42 wherein:

the display module includes a module for displaying a hypertext link identifying the product or service; and

the receive module includes a module for receiving selection of the hypertext link.

Claim 66. (original) The apparatus of claim 42 wherein the execution module includes:

a module for presenting an electronic order form on the viewer; and

a module for receiving a completed version of the electronic order form for the execution of the purchase request.

Claim 67. (original) The apparatus of claim 42 wherein the execution module includes:

a module for generating and presenting on the viewer a completed electronic order form based upon stored information identifying the user and payment information; and

a module for receiving a submission of the completed order form.

Claim 68. (original) The apparatus of claim 42, further including a sample module for presenting a sample of the product using the viewer.

Claim 69. (original) The apparatus of claim 68 wherein the sample module includes a module for presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide show, or an animation.

Claim 70. (original) The apparatus of claim 42 wherein the display module includes a module for displaying an electronic catalog that includes an identification of the product or service.

Claim 71. (original) The apparatus of claim 42 wherein the display module includes:

a module for displaying an electronic catalog as the electronic book; and a module for displaying an interactive electronic catalog within the electronic book.

Claim 72. (original) The apparatus of claim 70 wherein the display module includes a module for displaying the electronic catalog as an inset image within the displayed electronic book.

Claim 73. (original) The apparatus of claim 70 wherein the display module includes a module for displaying the electronic catalog as an overlayed image within the displayed electronic book.

Claim 74. (original) The apparatus of claim 42, further including a module for generating and presenting a customized electronic catalog, including the identification of the product or service and an identification of other products or services, based upon information related to the user.

Claims 75 - 88. (canceled).

Claim 89. (new) A method for providing electronic commerce using an electronic book, comprising:

displaying an electronic book;

presenting associated with the electronic book an identification of a product or service;

receiving a user's selection of the product or service and a request to purchase the selected product or service; and

performing a transaction to execute the purchase request; wherein the performing includes:

receiving from the user an offered price for the product or service;

determining whether to accept the offered price; and

selectively transmitting an indication of an acceptance of the offered price based upon the determining.

Claim 90. (new) The method of claim 89, wherein the determining includes determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

Claim 91. (new) The method of claim 89, further including:

receiving a request from the user for information concerning a particular product or service; and

displaying information concerning the particular product or service in response to the request.

Claim 92. (new) The method of claim 89, wherein the performing includes electronically obtaining payment for the product or service.

Claim 93. (new) An apparatus for providing electronic commerce using an electronic book, comprising:

a display module for displaying an electronic book;

a presentation module for presenting associated with the electronic book an identification of a product or service;

a receive module for receiving a user's selection of the product or service and a request to purchase the selected product or service; and

an execution module for performing a transaction to execute the purchase request, wherein the execution module includes:

a module for receiving from the user an offered price for the product or service;

a determination module for determining whether to accept the offered price; and

a transmission module for selectively transmitting an indication of an acceptance of the offered price based upon the determining.

Claim 94. (Previously Presented) The apparatus of claim 93, wherein the determination module includes a module for determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

Claim 95. (new) The apparatus of claim 93, further including:

a module for receiving a request from the user for information concerning a particular product or service; and

a module for displaying information concerning the particular product or service in response to the request.

Claim 96. (new) The apparatus of claim 93, wherein the execution module includes a module for electronically obtaining payment for the product or service.

Claim 97. (New)   A method for providing electronic commerce using an electronic

book, comprising:

displaying an electronic book;

presenting associated with the electronic book an identification of a product or

service, wherein the identification of a product or service is displayed as one of an inset

image within the displayed electronic book, an overlayed image on the displayed

electronic book, or in place of the displayed electronic book;

receiving a user's selection of the product or service and a request to purchase

the selected product or service; and

performing a transaction to execute the purchase request.